

Terms of Reference

for

DEVELOPING OF DIGITAL MATERIAL FOR VALUE ADDITION OF AGRICULTURE-BASED PRODUCTS FOOD AND MARKETS, WWF-PAKISTAN

1. Project Background:

WWF-Pakistan's Food & Markets programme is implementing livelihood improvement and gender empowerment activities at grass root level through engagement with rural communities especially in core cotton growing regions of Pakistan. The objective is to build the capacities of farming communities/worker women on alternate income generation opportunities and enable them to start their homestead level micro-enterprises leading to improved socio-economic and environmental resilience of Cotton farming families. Throughout the years, frequent capacity building trainings have been done for worker women to improve their living standards, basic health & hygiene practices and awareness regarding multiple farm-based vulnerabilities, which are benefiting them in several ways. In addition, we are also planning for developing of digital awareness raising PPTs for value addition of agriculture based products to enhance the capacity of women upon their enterprise. The core purpose is to develop digital PPTs for the capacity building of smallholder farming families on diverse thematic topics across Punjab & Sindh. For this purpose, 5 advance digital manuals would be developing on *homemade poultry and artificial egg incubation, Bee Keeping, Tunnel Farming, Kitchen Gardening, and Micro Nurseries*.

2. Objectives:

The overall objective of this consultancy of communications includes following specific tasks:

- Well documented project visibility material for major public-private stakeholders, donor organizations, general audience, etc.
- Website and social media maintenance for project outreach among viewers

3. Scope of Work:

The consultant will develop information material for the project outreach, visibility and access of information for the farming communities, and women entrepreneurs, etc. The total time period will be around 15-20 days for the completion of all defined tasks with mutual understanding and consent of the project lead.

4. Specific Tasks:

Following is the list of specific tasks under this consultancy:

- Voice over for already developed and approved presentations.
- Review text based technical training material provided by project Team
- Develop 5 storyboard videos presentations.

5. Expected Outputs/Deliverables:

The consultancy need to develop 5 PPT booklets on *homemade poultry and artificial egg incubation, Bee Keeping, Tunnel Farming, Kitchen Gardening, and Micro Nurseries.*

- A PowerPoint presentation of the manuals

Technical Video Tutorials will be previewed by the Senior Manager/team Food and Markets and duly approved before delivery of Master files.

6. Duration:

The consultancy will be undertaken over a period of 15-20 days. Work will commence immediately after the conclusion of agreement.

7. Required Qualifications/Skills

- Both Firms / Individual Consultants can apply
- Experienced masters' degree holder communication studies, media design, graphic design, etc.
- Proven capacity to develop similar content.
- Ability to plan, prioritize and produce quality results on time

8. Guideline for submission of proposal/expression of interest:

Interested consultants should submit the following documentation to Muzzammil Ahmed (mahmed@wwf.org.pk) and Iqra Asghar (iasghar@wwf.org.pk) :

- Brief introduction of consultant (attach detailed CV with references)
- Understanding of the context
- Methodology
- Design Portfolio
- Work plan
- The consultant will submit the cost of assignment in lump sum including all applicable taxes of the Government of Pakistan

9. Period of assignment:

- 15-20 Days from the date of signing of the consultancy.

10. Conditions:

- WWF-Pakistan reserves the right to accept any proposal or reject all proposals.
- Only shortlisted consultants will be contacted for further consideration.

11. Criteria of Evaluation

The applicant's proposal shall be evaluated based on the Quality and Cost Based Selection (QCBS) method. Under QCBS both technical and financial proposals shall be evaluated as per the following criteria against a maximum score of 100 points;

- Technical Proposal 70%
- Financial Proposal 30%

The following criteria shall be used as a basis for the evaluation of technical proposals:

- Qualifications (maximum 30 points)
- Experience relevant to the assignment (maximum 30 points)
- Adequacy of the proposed methodology and work plan (maximum 20 points)
- Skills & Competencies for the assignment (maximum 10 points)
- Prior experience with WWF-Pakistan (maximum 10 points)

Note: Late/ incomplete submissions will not be accepted. Only three (03) top-ranked applications will be included in the comparative process.